

LEISURE PLAY

July, Vol. 1, No. 6.

Journal of the Amusement Equipment Industry



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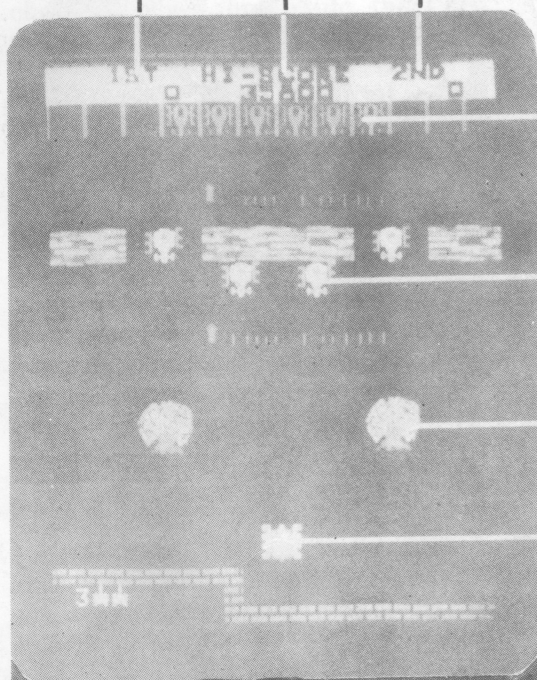
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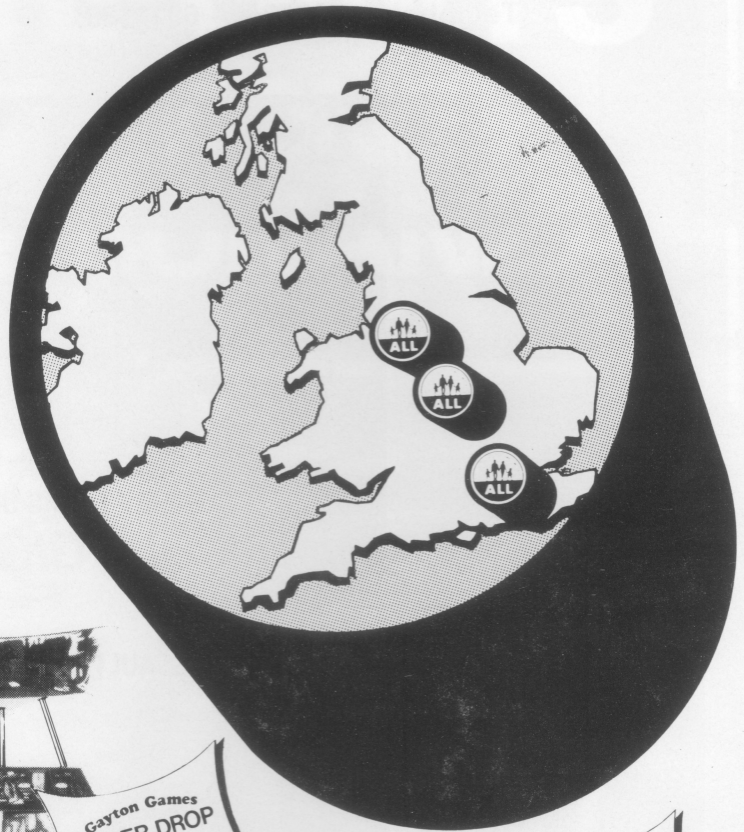
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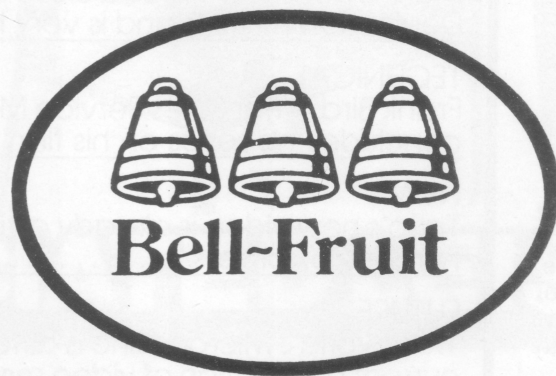
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INSIDE STORY

Members of a Team — from Shop Floor to Boardroom

J.P.M. (Automatic Machines) Limited the largest independent manufacturer of fruit machines in Europe, have a very important maxim: teamwork.

The Cardiff based Company have grown considerably since they started life in a former bakehouse building a few miles along the South Wales coast at Porthcawl eight years ago.

Many things have changed in that time. The Company now operate from two large modern buildings built side by side and covering 58,000 square feet on the Leckwith Trading Estate and there has been a twenty fold increase in turnover.

The number of employees has increased to 200 and with the introduction of electronic equipment for fruit machines the manufacturing processes have undergone major changes.

But the one thing that has never changed since the day the Company opened for business — and never will — is the emphasis on teamwork.

J.P.M. was incorporated in September 1972, its principle activity being the development and manufacture of amusement and gaming machines. During the eight year period to date the turnover was increased from a quarter million to twelve million p.a., establishing J.P.M. as one of the most successful and rapidly expanding companies in South Wales.

Part of J.P.M.'s expansion programme has been to launch an Operating Division — the original value of this was for the Development Team to be able to test and evaluate new and prototype machines on the company's own carefully vetted sites.

The results of this proved very successful and as the Operations Division offered local sites a consistent quality service — with a wide range of games and amusement systems — this division of J.P.M. now provides a valued contribution to the company's performance.

There are few companies whose growth rate and subsequent results can compare with those of J.P.M., who credit their success to professional growth planning and development, combined with remaining sensitive to the changing demands of the Leisure Industry.

In May 1980, J.P.M.'s new factory was completed as part of their 1980 expansion plan. Into this adjacent new factory J.P.M. moved its wood mill and cabinet shop thus increasing the overall production office area to 58,000 sq. ft. The extra space was urgently needed to expand the steadily growing production facilities — which was a current output of 450 Home Market and Export Machines per week.

A number of new jobs have been created by the growth of J.P.M. — jobs which in an area experiencing cut-backs and job losses are vital. J.P.M.'s trouble free record with its workforce is the result of a genuine team effort and that Team is acknowledged as playing a major role in J.P.M.'s past success and features significantly in the company's future plans.

When J.P.M. recruit they usually take on young people straight from school so that they can be trained in the company's way of doing things right from the start. They are taught by people who have been part of the J.P.M. team for years.

There is great emphasis on the training and re-training for in-house personnel and engineers from operators and distributors. The training room is always busy and a lecturer from Cardiff University assists with micro-processor training.

J.P.M.'s main export markets are in Austria and Holland. The fruit machines that go to these countries are made to special specifications. For instance, the Austrians, where bars and cafes tend to be smaller, insist on much narrower fruit machines than those manufactured for the home market.

The new cabinet making factory, opened in March this year, released more space for development in the existing factory which has been open for nearly two years. The cabinet factory is equipped with the latest wood cutting and wood assembly equipment.

This was the culmination of a period during which the company launched new manufacturing techniques and introduced advanced technology to its machines. It called for a lot of careful planning and meant a lot of hard work and long hours — but once again J.P.M.'s policy of teamwork paid off. It was a tough period but the Directors feel that it will pay dividends in the shape of a new generation of machines, more customers and consequently plenty of orders for everyone at Hadfield Road.

Mr. Jack Jones, Managing Director and one of the founder directors, said: "If there is any one reason for our success as a company it is teamwork. Everyone here works for the other members of the team. It is as simple as that."



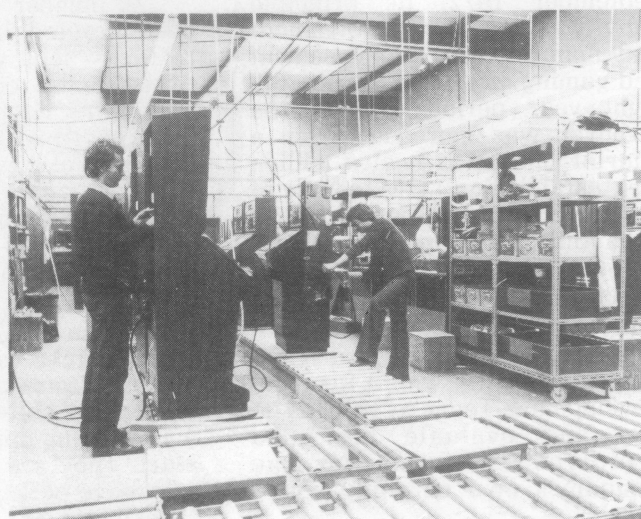
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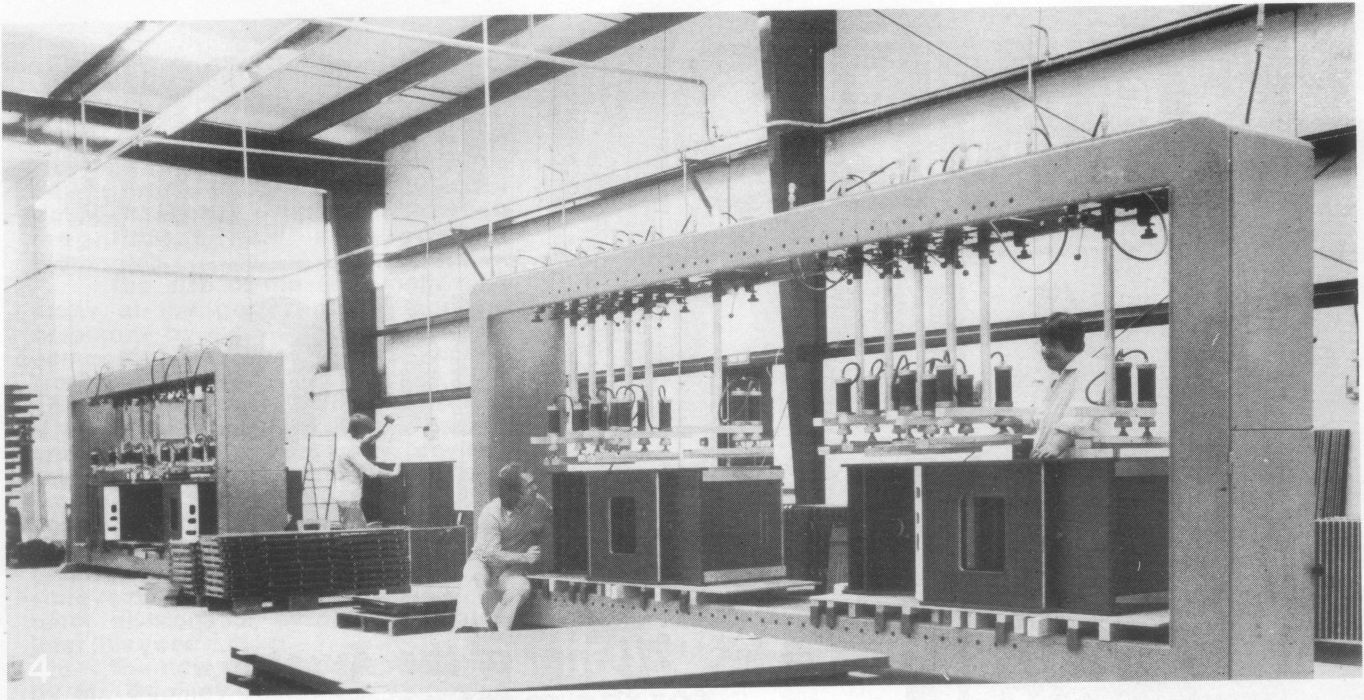


1 The main production area and offices at the Cardiff headquarters of the J.P.M. When the cabinet work was transferred to a new wood mill on an adjacent site the production area gained urgently required space.

2 The Nudge Double Up deluxe machine which was tremendously successful and brought the orders rolling in.

3 The main assembly line where a "quiet period" is virtually unknown.

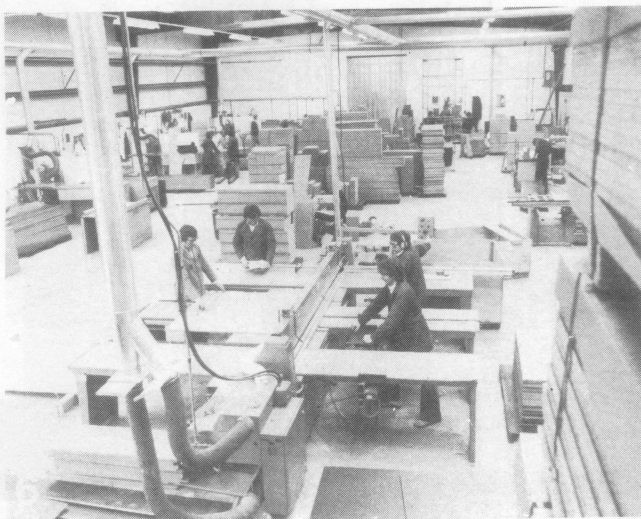




4 These giant presses are used in the manufacture of the machine cabinets at J.P.M.'s new wood mill.

5 The Club Bingo machine is another model which has enjoyed a very successful run.

6 All the wood used in J.P.M. machines is cut in the wood mill using the latest machinery and techniques.



Associated Leisure's North West Show

Associated Leisure's faith in the North West of England was demonstrated in the most positive way possible when they opened their magnificent new showroom in Warrington.

The size of the showroom took many of the guests at the opening ceremony by surprise . . . it rivals the company's showrooms in Burton-on-Trent and London for floor space.

The site was carefully chosen. It is within a few minutes drive of the M6 and a motorway system which provides links for the whole of the North West and the rest of the country as well. The building itself — formerly owned by the local Co-op and used as shops, offices and a club — is spacious and the upper storeys are to be developed for use by other divisions of Associated Leisure later this year.

The new showroom was opened by Mr. Geoffrey Thompson, Managing Director of Blackpool Pleasure Beach, who pointed out that in these difficult times it was good to see a London-based company showing confidence in the North West.

He was welcomed by Mr. Nat Solomon, Managing Director of the Associated Leisure Group. Mr. Solomon said that before 1980 was out the Warrington premises would also be used to house the divisional headquarters of the Hotels and Entertainments Division, the Hiring Division for "this important industrial conurbation" and would be used as a base for Holmark for the southern tip of their area.

He said that he and Mr. Roy Ashworth had to persuade the A.L. Board that it was worth investing £300,000 on a 100-year-old building, built of Accrington brick. "The fact that they agreed to invest this amount is an expression of Associated Leisure's confidence in this area", he said.

Manager of the new showrooms will be Mr. Mick Blanche, formerly of Burton, who will be assisted by his wife, Sue.



1 Mr. Geoffrey Thompson unveils a plaque to open the showroom. 2 Mr. Nat Solomon makes his welcoming speech. 3 Mr. Gerry Hunt, Associated Leisure Sales Manager. 4 Miss Paula Williams, promotions model, and Mr. Nigel Booth. 5 Showroom manager Mr. Mick Blanche. 6 Left to Right: Mr. Solomon, Mr. Booth, Mr. Blanche and Mr. Thompson.



Personality Focus

BY TONY CARTER

The operator who used to collect from the Penny All Win at a snack bar on Tamworth Station had no idea that he was instrumental in launching a brilliant career.

The owners of the snack bar — back in the austere days of the early 1950's — were Mr. Roy Ashworth and his brother, Peter. The operator called every Saturday morning and they never ceased to be amazed at the amount of money he collected from the modest All Win.

Mr. Ashworth and his brother decided that there was a bright future in machines and they bought the Penny All Win from the operator. Included in the deal was a Music Maker juke box — 78 revs, 3d a selection with a choice of 16 selections! There was also a battered pre-war pin table.

That was the start of a career that took Mr. Roy P. Ashworth to his present position as Director responsible for the Amusement Machine Division of Associated Leisure.

He is the longest serving member on the Board of Associated Leisure and is chairman of 10 hiring companies, AL Games, AL Sales and AL Amusement Arcades which are run on an autonomous basis.

But Mr. Ashworth feels his early experience in the "deep end" of the industry was invaluable. His first machine on Tamworth Station was always a busy one. These



Mr. Roy Ashworth
of Associated Leisure

were the days of National Service and thousands of servicemen used to transfer from the main London line to local lines at Tamworth.

Mr. Ashworth said "We had friends in the area who had cafes and we expanded by buying more machines and putting them into these locations".

The brothers secured their sites the hard way — by trudging up and down the A5 and negotiating at a time when money was very tight. After a year or two they managed to get

machines into transport cafes on a stretch of the A5 and then expanded into the towns of Luton, Leighton Buzzard, Northampton, Wellingborough, Kettering, Daventry and Rugby.

Mr. Ashworth was also in the motor trade and he took two of his partners from there into the machine business. They were Bob and Brian Cooper.

As the firm grew they began to get brewery business and in the mid-sixties they set up headquarters in the brewery town of Burton-

on-Trent. "This helped with the brewery contracts", said Mr. Ashworth.

Phonographic Equipment Ltd. — as it was then — had minority shares in some of Mr. Ashworth's companies and in 1967 he and his partners sold out to Phonographic. Mr. Ashworth stayed on and the other partners went there separate ways and concentrated on other business interests.

"I stayed on to make a career because I liked the business", said Mr. Ashworth. "And there are still people at Associated Leisure who were with me in those early days at Tamworth. One is Mr. David Wilcox, now a director of the Amusement Machine Division and the Manufacturing Company.

"At that time we mucked in and did everything. There was no such thing as a service engineer. We were all on call every day of the year. I have done everything — tramped the roads getting sites, installed machines, gone on the road with the tools, done all the clerical work, kept the books and even worked out the PAYE. But it was a wonderful experience. It means I have a knowledge of every side of the business, including the technical side, and I can talk to people in their own terms.

"We set up business prior to the Rock 'n' Roll era and by the time that came along we were nicely established. For

that reason we became predominately juke box operators. In those days juke boxes were profitable. We always believed in ploughing back our profits into the business and in the end this paid off. We sold out to a public company and this was the right thing to do. We still number some of our early customers from those days among the clientele of Associated Leisure.

"One of the first cafes we did business with was the Blue Boar on the A5. We installed juke boxes there in the early days. That company is now a very big concern, of course, with one of the largest motorway service area concessions in the country. The man we did business with all those

years ago, Mr. John Lampitt, is now their Managing Director and is on the Board of Associated Leisure and owns 1 million shares.

"That is a perfect example of the way we do things at Associated Leisure. You have got to do well in the long term in this business. Whizz kids are all very well but if you are dealing with big companies, such as breweries, what they want to see is a nicely ascending graph that does not dip when the going gets hard.

"In the 1950's and early 60s we did not know what it was like to have a Sunday off. It was commonplace to arrive home late at night, dead beat, only to be met at the

door by my wife and informed that a coin was stuck in a juke box at a transport cafe 20 or 30 miles away. I would have to turn around and go and sort it out. That was the only way to survive. We lived on our nerves. It was a case of perform or get out and if we lost a site we took it personally. That still applies today.

"I count myself fortunate in several respects. One — I have always been in this business with my own money. Any activity within the company is controlled as though it was money out of my own pocket and not shareholders' money.

"Two — I have been actively concerned in this business for nearly 30

years and have learned a lot in that time.

"Three — I have been through every department in the industry, starting out with that one machine and reaching a position where I carry overall responsibility for over 30,000 sited machines across our division."

Mr. Ashworth is married with two daughters and one son. He rarely takes a full holiday but settles for a few days at his farmhouse in Wales or his flat over a boathouse on the shores of Lake Windermere.

His home is about a 15-minute drive from Associated Leisure's massive complex in Burton-on-Trent and he is at his desk at 8.30 prompt every morning.

C.O.A. APPOINTED AGENTS FOR RECEL



Jose Luis Rojas, Export Sales Manager, Recel S/A Madrid, pictured with Donal Watters, Technical Manager, Coin Operated Amusements Ltd., Kildare, who have recently been appointed Irish and U.K. Agents for Recel pin tables, bingos and amusement

machines. Background: The Black Magic Four Player. Black Magic Single Player and Flipper Game, current model Pin tables from Recel. Foreground: Test Equipment for Recel Electronic Components.

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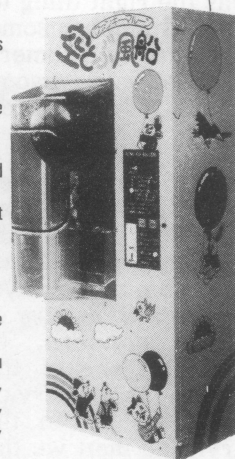
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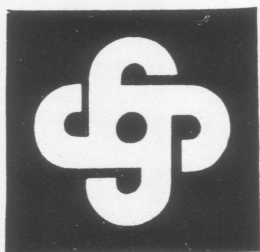
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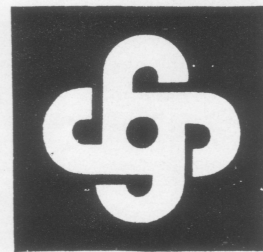
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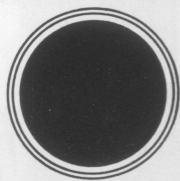
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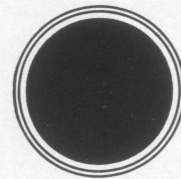
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By David Powell



Revival Time for Rolling Stones



OUR JUKE BOX TOP TWENTY FOR THE LAST FOUR WEEKS

Compiled by Laren for Music

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|----|-------------------------------|---|
| 1 | M.A.S.H. | THEME FROM M.A.S.H. (SUICIDE IS PAINLESS) |
| 2 | DON McLEAN | CRYING |
| 3 | LIPPS INC. | FUNKYTOWN |
| 4 | QUEEN | PLAY THE GAME |
| 5 | STACY LATTISAW | JUMP TO THE BEAT |
| 6 | TEENA MARIE | BEHIND THE GROOVE |
| 7 | JERMAINE JACKSON | LET'S GET SERIOUS |
| 8 | R. FLACK/D. HATHAWAY | BACK TOGETHER AGAIN |
| 9 | KORGIS | EVERYBODY'S GOT TO LEARN SOMETIME |
| 10 | PAUL McCARTNEY | WATERFALLS |
| 11 | OLIVIA NEWTON JOHN/
E.L.O. | XANADU |
| 12 | UB40 | MY WAY OF THINKING |
| 13 | JOHA LEWIE | KITCHEN AT PARTIES |
| 14 | LIQUID GOLD | SUBSTITUTE |
| 15 | PETE TOWNSEND | LET MY LOVE OPEN THE DOOR |
| 16 | ROD STEWART | IF LOVING YOU IS WRONG |
| 17 | HOYT AXTON | DELLA AND DEALER |
| 18 | E.L.O. | I'M ALIVE |
| 19 | ROLLING STONES | EMOTIONAL RESCUE |
| 20 | BAD MANNERS | LIP UP FATTY |

ROLLING STONES — EMOTIONAL RESCUE

The Stones are back with a bang with this title track from their new album. A Top Three hit, possibly Number One.

KATE BUSH — BABOOSHKA

Another album title track from Britain's voted top female artiste at her commercial best. Will suit most locations.

JIMMY RUFFIN — NIGHT OF LOVE

A bit of a disappointment because it broke in half! Plastic content up to usual Phonogram standards!

RACEY — REST OF MY LIFE

Racey are back with a good summer pop sound that deserves to do well. Already Radio One featured forty.

To prove that Oldies are still very much alive, here is a selection of old hits by new artists.

IT'S MY PARTY — JAYNI & THE LIMIT

(Orig. Lesley Gore — 1963)

CUPID — DETROIT SPINNERS

(Orig. Sam Cooke — 1961)

LET'S HANG ON — DARTS

(Orig. Four Seasons — 1965)

CRYING — DON McLEAN

(Orig. Roy Orbison — 1961)

SAVE THE LAST DANCE FOR ME — MARCIA HINES

(Orig. Drifters — 1960)

HAPPY TOGETHER — CAPTAIN & TENNILLE

(Orig. Turtles — 1967)

TRACKS OF MY TEARS — Q. TIPS

(Orig. Smokey Robinson — 1967)

MY GIRL — WHISPERS & AMII STEWART WITH JOHNNY BRISTOL

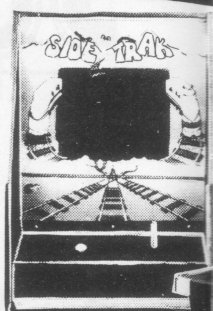
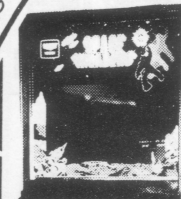
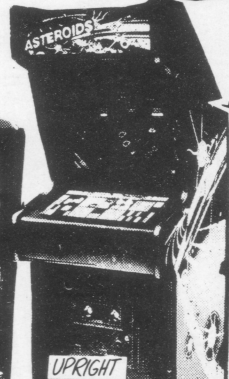
(Orig. Otis Redding — 1966)

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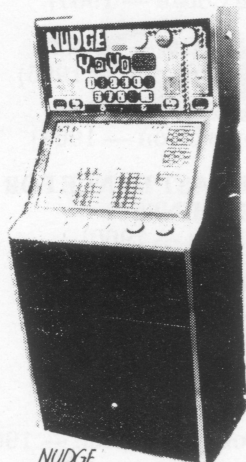
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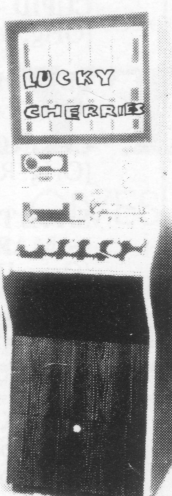
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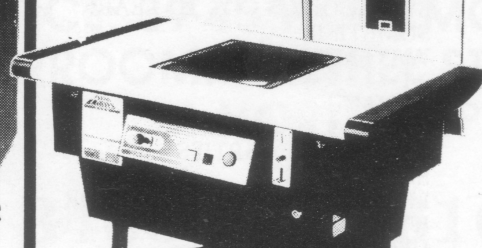
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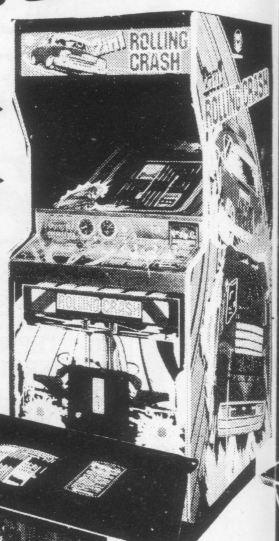
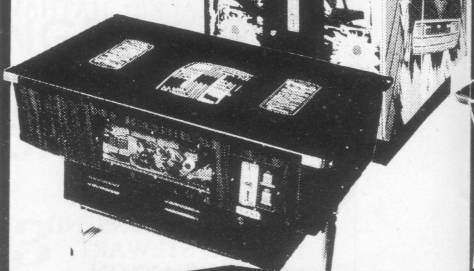
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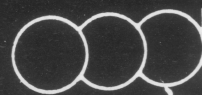
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A HAWLEY LEISURE COMPANY

LEISURE PLAY INTERNATIONAL

Mary Openshaw visits Deutsche Wurlitzer

THERE WILL ALWAYS BE A PLACE FOR THE SOUND OF MUSIC



When any one in the automatics industry thinks of Wurlitzer one point that may come to mind is the fact that firms appointed as distributors nearly always hold the agency for a very long time. It is very rare to hear of a new Wurlitzer distributor replacing an old one. And when you get to know the firm of Deutsche Wurlitzer, and those who run it, you begin to realise why.

Dr. Wilhelm Foelkel heads this firm. He holds a degree in physics, and in 1960, after some contact with the firm of Wurlitzer in the United States, he was asked

to found Deutsche Wurlitzer in West Germany.

It all began in the village of Hüllhorst in Westphalia, with just ten people working in what had been a cigar factory. The results of these early efforts was the first Lyric juke box, designed specially for the European market and in the true Wurlitzer tradition.

This model was a success, and in 1961 the first part of what is now the great Wurlitzer factory at Hüllhorst was built. Since then the story of the firm has been one of tremendous progress. Incidentally, the factory brought

a new degree of prosperity to Hüllhorst. Formerly the local industry had been cigar making, but with the coming of machinery and modern methods this had died out, leaving an eager work force.

In 1963 Deutsche Wurlitzer started to manufacture cigarette venders, which have never been made in the United States. These were so successful that today the firm claims to be the biggest exporters of cigarette venders in the world.

Eventually even more expansion was needed, but the essential additional labour was not available in Hüllhorst.

However, there were plenty of people who needed employment at the village of Levern, a few miles away. This village is a beauty spot, and has been awarded the first prize as Westphalia's prettiest and best kept village. But though the people needed work, and preferred to have work very near home, they most definitely did not want industry there to spoil the beauty of the surroundings.

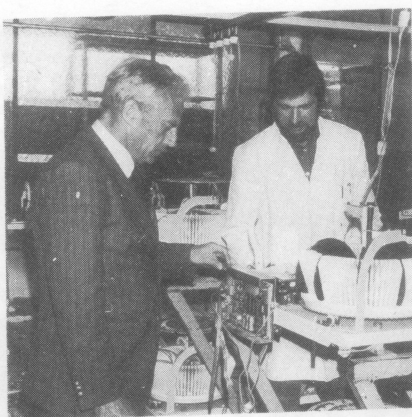


A Street in Hüllhorst named after the Wurlitzer factory.

Those in charge of Deutsche Wurlitzer set to work with the tact and intelligence that is typical of the firm. They hired a hall, and invited the local people to come along and hear all about what the firm actually proposed to do. As the manufacture of organs was envisaged, they had a Wurlitzer organ there, and invited top rank organists to play, and to demonstrate the firm's products. The result was that the people of Levern were convinced that Wurlitzer was producing cultural rather than industrial equipment. There was no more opposition, and the building of the factory at Levern commenced.

I have visited Deutsche Wurlitzer many times, and I have seen the firm grow and expand. The Hüllhorst plant has been enlarged no less than six times now, and is likely to be enlarged yet again. Fortunately plenty of land was purchased in the first instance!

As I said at the beginning, Wurlitzer distributors do not change, and it is the same with the Wurlitzer staff. I always get a wonderful welcome from Dr. Foelkel and his charming wife, and I know for sure that when we



Dr. Foelkel, left, watches an engineer testing juke box mechanisms.

arrive at the factory I shall see the same people there, people who over the years have become as friends.

My recent visit began at the Levern plant. Organs were manufactured there for a short time only, and ceased when it was decided that all Wurlitzer juke boxes were to be made in Europe, and all Wurlitzer organs built in the United States. As things are today all the technical parts of the juke boxes are made at Hüllhorst, then taken to Levern where they are assembled. It is from Levern that all Wurlitzer juke boxes are dispatched. When we arrived a container was just leaving for the Far East.

About 75 people work at Levern, including the supervisory staff. The atmosphere is very happy and cheerful. I watched various stages of the juke box assembly, and it is very interesting to watch the boxes gradually taking shape on the assembly lines. The Wurlitzer cassette changers, the only equipment that is not coin operated produced in Germany today are also assembled there.

The most impressive stage to see is the final testing and inspection. This takes nearly one hour for each juke box, and once this is completed the boxes are ready for dispatch.

From Levern Dr. Foelkel took me on to Hüllhorst, to the factory that is surrounded by trees and gardens, and where I knew I would see many more old Wurlitzer friends.

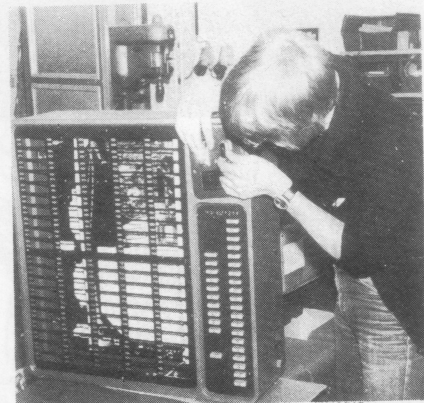
But it was Dr. Foelkel himself who showed me round the factory, and explained some of the interesting modernisation that has been introduced. I saw machine tools that are programmed, and work automatically. I saw the juke box mechanisms receiving a meticulous testing. I had a

glimpse of the bright, cheerful training school, where mechanics and engineers employed by Wurlitzer customers are invited for interesting, and helpful training courses. One very impressive point of our tour was the point where all incoming material is carefully tested for quality. Only the best is good enough for Wurlitzer.

After seeing so much of the two plants and the way they work, Dr. Foelkel told me some interesting facts about Wurlitzer. And he has every reason to feel satisfied and optimistic. "During the year ending the 31st of March we had an increase on sales of 8.5 per cent over the previous year. And juke boxes made an important contribution to this", he said. "It confirms that a certain slowing down in the sale of music boxes was indeed only temporary".

He spoke of the policy of Wurlitzer concerning juke boxes. "We think that a complete model change each year is unnecessary and that it even had disadvantages, quick devaluation, for example," he said.

Dr. Foelkel told me, too, of something new that Wurlitzer is now beginning, the supply of juke boxes in "knock-down" form. This means that everything necessary for the complete Wurlitzer juke box except for the wooden parts of the cabinet are supplied, and assembly done in the country of destination. This method is now being used for countries where import licenses are difficult to obtain, and where the assembly can give employment. Customers in Central and South America are now purchasing Wurlitzer juke boxes in this way.



Final assembly of a Wurlitzer Full View 200 selection wall box.

Countries which have become very good customers for Wurlitzer juke boxes are Japan and Australia. In Australia Wurlitzer vending equipment has done exceptionally well, with

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WORLD WIDE IN BRIEF

When Leisure Play visited Deutsche Wurlitzer at their German factory recently, Mr. Klaus Telgheder the Export Manager, had an interesting story to tell about Japan. There is virtually no conventional juke box market there, he said, for what is required is "Karaoke". This is a juke box which must include big extra speakers, an echo unit and microphones. The reason is that the Japanese like to sing along with the music, and get the feel

that they are real artistes! This is called Karaoke, and started in about 1974. Mr. Telgheder said that in Japan he saw units of up to six juke boxes working in this way, and offering no less than 1200 selections. It was this type of juke box that he presented at the Wurlitzer Distributors' Meeting he arranged so successfully in Japan earlier this year.

Statistics drawn up recently show that in West Germany the equipment operating currently comprises 85,000 juke boxes, 150,000 gaming machines and 170,000 amusement games or novelties, including kiddie rides. There are about 5000 operators in the country and about 10,000 mechanics, salesmen and others who depend on the industry to

earn their living. This last figure does not include those employed in the manufacturing side of automatics.

Liseberg, the amusement park in Gothenburg, Sweden, is the country's Number One tourist attraction. The season there commenced this year in April, and visitors found three sensational new attractions waiting for them. There was the Liseberg Loop, a thrilling ride, a Giant Boat Swing, and a super new Concert Hall with 3000 seats. This amusement park is quite different from any other, and extremely interesting. Leisure Play hopes to visit it before too long, so that readers can get to know all about it.

more than six and a half thousand machines operating currently.

It wasn't surprising to learn that Wurlitzer has excellent labour relations with the staff, which today totals about 385. "Strikes? We don't know how to spell the word 'strike' here," said Dr. Foelkel, laughing.

He is optimistic about the future, and has good reason to be. "I was optimistic from the start, but it's turned out better than I ever envisaged," he said.

Before I left I had a chat with Klaus Telgheder, the Export Manager. He was enthusiastic about orders coming from Latin America, and other interesting sources. Concerning electronics he said: "We didn't go into it too

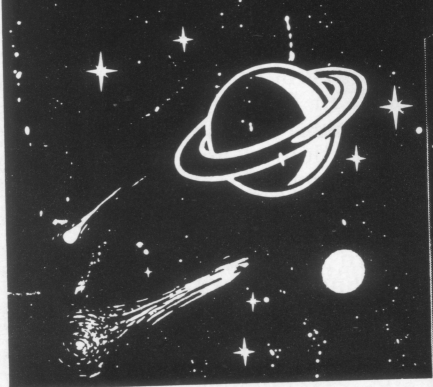
Deutsche Wurlitzer Cont.

quickly. We saw the market wasn't really completely ready for it, so we made the changeover gradual. Even now we are still making and supplying some electro-mechanical models to customers who specially want them." He spoke of the enthusiasm for the Carillon 160-selection model. "The most compact 160-selection juke box on the market, and greatly in demand," he said. Not long before Klaus had been in Japan to organise a special Wurlitzer Distributors' Meeting there. The Distributors' Meetings in Europe are always enjoyable and interesting. This year's will be in Bordeaux in early October.

In Britain Ruffler and Deith are the importers of Wurlitzer juke boxes, and Britain, after Germany, is the largest market for them. In other countries it is always the best and most respected firms which represent Wurlitzer. And you can understand why, after visiting the firm. You quickly realise that the people who run Wurlitzer are people you can rely on, like the equipment produced.

It was Dr. Foelkel who had the last word about juke boxes when he saw me off. "Juke boxes? Of course they will always continue. There will always be a place for them. How can you replace music?" he asked. And it was a good question on which to end.

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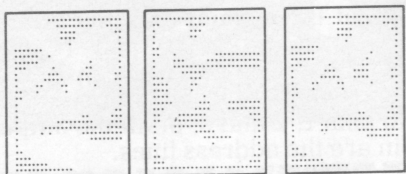
from TAITO

The exciting new video game of strategy and skill!

Crazy Balloon is a game of Strategy and Skill.

The object is to manoeuvre a delicate swaying balloon through a maze of pin wheel obstacles, which attack the balloon forcing players to take evasive action.

Additional flight hazard is 'Hurricane Man' who attempts to blow the balloon off course onto the pin wheels.



There are three different maze formats, these change after balloon makes a safe landing at goal.

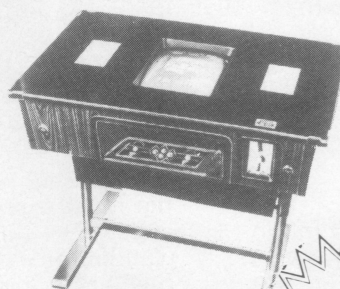
Players have Four balloon chances. When fourth balloon bursts, game finishes.

Four red control buttons give four-direction manoeuvrability.

Crazy Balloon has choice of three levels of play skill. Players can register their names on screen along-side their score.

The game is accompanied by lively theme music.

Make sure you order your Crazy Balloon machine and see your profits take off.



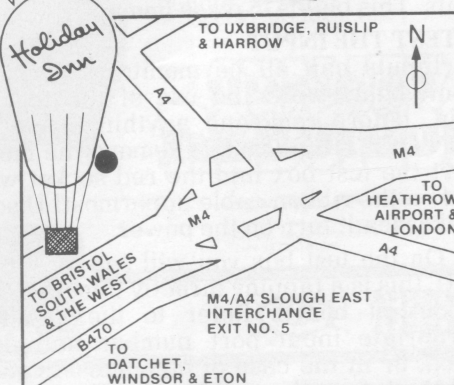
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Taito Electronics Limited cordially invite you to the launching of their latest video game CRAZY BALLOON at the Holiday Inn, Slough, Berks on 16th July 1980 from 10am - 10 pm. Light refreshments will be provided throughout the day.



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Crazy Balloon — A Test For Video Players

Taito's new video game, Crazy Balloon, was well received when it went on show at an exhibition organised by Fairfax Automatics at the Plough Hotel, Preston.

Orders for the new game at the two-day show were very good, said Northern Sales Manager Mr. Tom Harris. It was the first time it had been shown in the North West.

Also at the show was Mr. Yasufumi Kasuya, a Technical Adviser, from the Taito Corporation in Tokyo.

The game moves right away from the successful space theme but is still based on strategy and skill. The object of the game is to guide a swaying balloon through a maze of pin wheel obstacles. There are four control buttons which enable the player to move the balloon in any direction. But if he takes too long negotiating the hazards a bogey man erupts on the screen and forces him to move. When the player thinks he has the maze figured out, pin wheels attack him forcing him to take evasive action. The game is played to a background sound of Western Music.

Rock singer Steve Swindles (above left) is already sold on Crazy Balloon. His latest release, "Shot Down in the Night" has an appropriate theme.

Like many stars of the pop world Steve is a keen video fan and when he's not rehearsing or writing his own material he can usually be found playing the nearest video game.

Although he has achieved some respectable scores on Space Invaders he said he found the Crazy balloon fascinating and a new challenge.

Death of Mr. Gunter Wulff

It is with deep regret that we must report the passing of Mr. Gunter Wulff, one of the great personalities of the European automatics industry.

Mr. Wulff had been in poor health for some time and died on June 8th, at the age of 68.

After its modest start the firm he founded became Gunter Wulff Apparatebau, of West Berlin, one of the most important in Germany. A few years ago it and another firm he had founded in Hanover for import and export were purchased by Bally. But Mr. Wulff continued to take a deep personal interest in all that was going on. On the manufacturing side the Berlin firm produced the famous Wulff gaming machines and this production today continues under the name of Wulff.

After he retired Mr. Wulff became an enthusiastic hunter and founded a small private hunting museum to display his trophies at his home in West Germany.

New Chief Exec for Bell-Fruit

The appointment has recently been announced of a new 'Chief Executive' at Bell-Fruit's factory and head office in Nottingham. Mr. Jim Stevenson takes over from Mr. Johnson, whose long and valuable service to the company will continue in the Research and Development Departments.

Mr. Stevenson already has a successful management career behind him, having been Director and General Manager of several companies in the electronics industry. He has already spent several weeks visiting various Bell-Fruit offices around the country, getting an initial feel of the business from employees and customers.

With his outgoing personality it is felt that Mr. Stevenson will be an ideal man for this demanding role.

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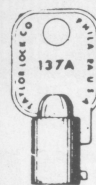
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UNIVERSAL'S TANK VIDEO SUCCESS

Universal's new video cocktail table game, No Man's Land, is enjoying a tremendous run of success in the U.K.

The game is a break away from the space theme used in dozens of video games produced in the last couple of years and puts the player in the position of a tank commander.



Mr. John Sturgess, Managing Director of Electrocoin Automatics Ltd., of Tottenham Court Road, London, the U.K. distributors says he is delighted with the response to the game which is apparently attracting players from all age groups... including a few ex-tank commanders who experienced the

real thing.

The game certainly whets the appetite of the growing army of video enthusiasts who find themselves facing a realistic array of battlefield situations with bridges to capture and cross, enemy tanks to destroy and the use of evasive tactics to make sure the enemy tanks do not surround. ΔΔΔ



POOL SHOT POOL SHOT



A BOOST FOR POOL

Hazel Grove's Superleague Tournament 1980 is designed to boost the game of pool, provide the operator with the incentive to go for higher profits and, of course, increase sales of the firm's Superleague table.

A special tournament kit is being offered with every table ordered before August 31. It carries advertising posters which feature in-house events under the Superleague 1980 banner, charts, registration forms and rules and, for the winner, a beautiful split cue and soft vinyl case and a diploma. The kit can also be purchased direct from Hazel Grove Sales.

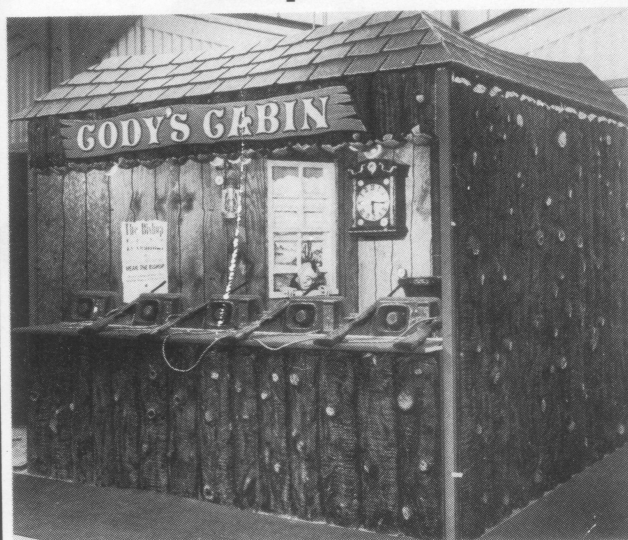
Mr. Stan McKenna, Sales Manager, said, "First indications are very encouraging. With this type of promotion we can pass on our expertise to the operator, relieving him of some of the pressures he encounters and at the same time help his business."

"The game of pool needs a boost every now and again and this type of promotion is in everyone's interests — players, operators and ourselves.

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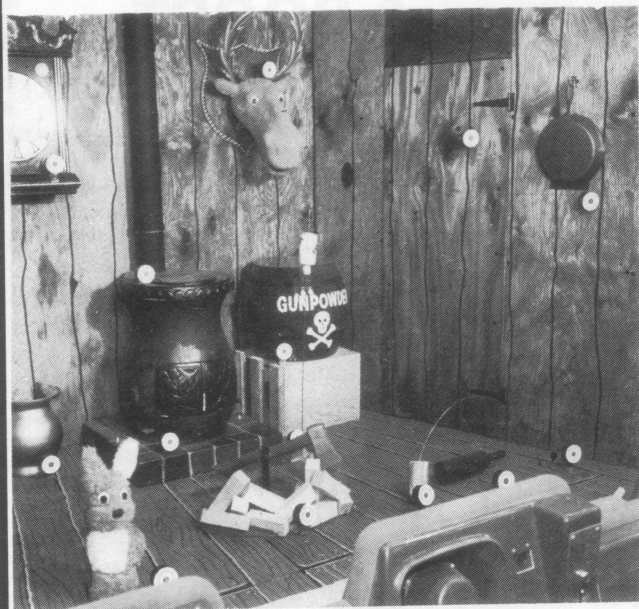
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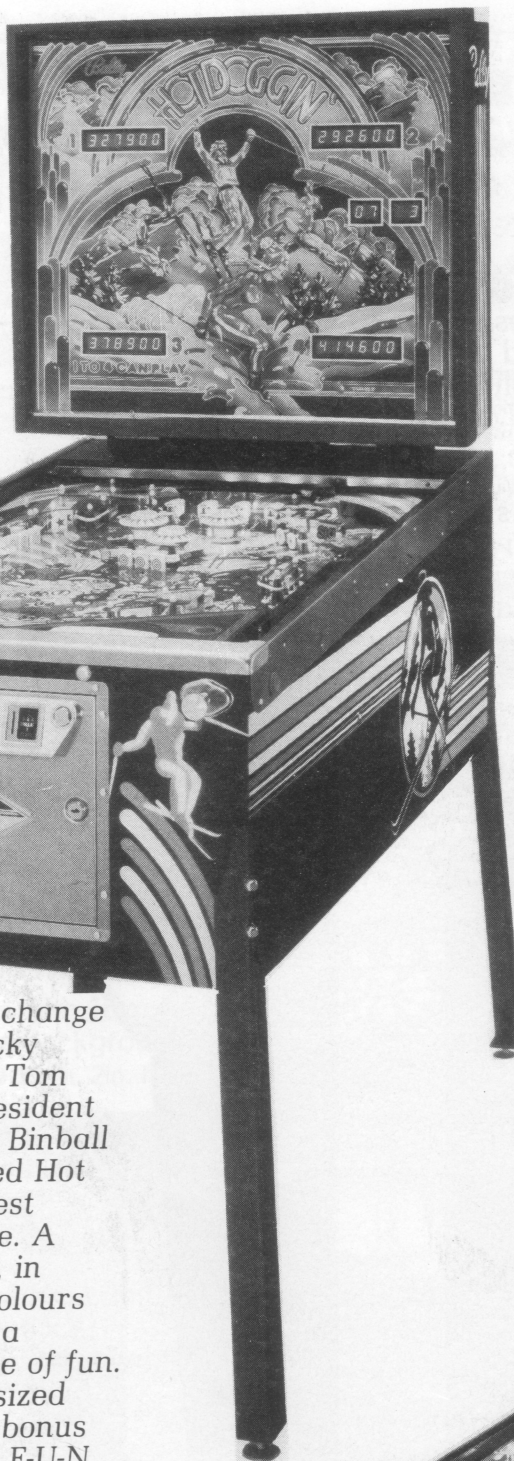
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Bally's Latest Pinball Releases



"A refreshing change from the hot, sticky summer" is how Tom Nieman, Vice-President Marketing, Bally Binball Division described Hot Doggin, their latest Supersize release. A winter ski scene, in bright, vibrant colours takes players to a wonderful escape of fun.

Hot Doggin's Supersized terrain offers a large bonus potential with a S-K-I, F-U-N and H-O-T D-O-G-G-I-N adjustable bonus feature awarding points, extra ball more points and a special that can be counted 2 ways. The exciting playfield also has a saucer that scores 4 different ways and 3 drop target assemblies for loads of skill shots. A disappearing kicker gives the player an additional playfield run as well as collecting the bonus.

Hot Doggin will be available through Bally's distributors in July. ΩΩ

Bally Pinball Division announces the release of Mystic, its latest conventional size pinball game. Mystic is far from conventional in its play. There are 3 banks of drop targets that light the playfield Mystic Eyes and Pyramids Card for up to 72,000 bonus points for each lit line of 3, vertical, horizontal or diagonal. This card is also adjustable to score replays and light the special after the bonus is collected. A mystical power shot multiplies the bonus from 2x to 3x to 4x and special and then scores 30,000 points! In addition, Mystic has an "Eye of the Pyramid" saucer that spots the lit star lanes and also lights the spinner and scores 500 points. These star lanes have optional re-call as well as scoring points, extra ball and special for each sequence completion per ball in play.

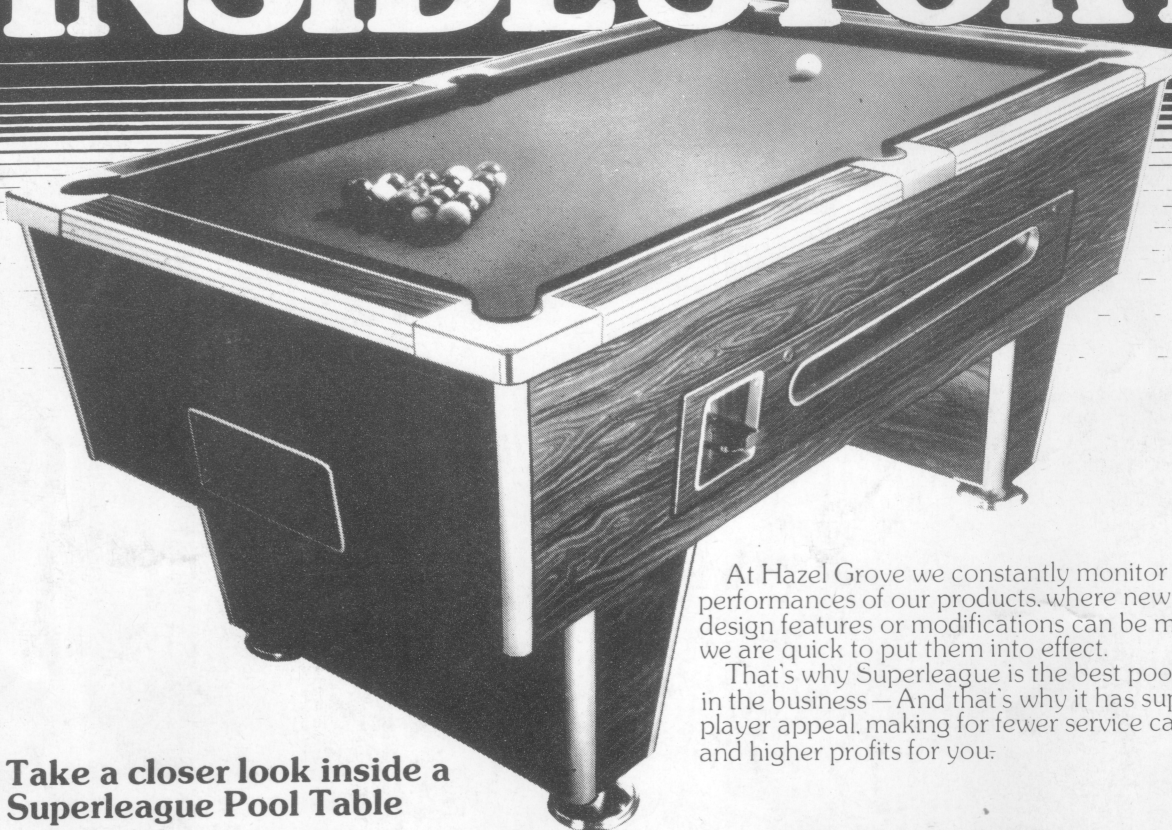
Mystic also features a unique realistic backglass Eye and Pyramid that flashes among the bold, colourful graphics and a mystically enticing sound package that is the perfect compliment to the artwork of this pinball.



SUPERLEAGUE



INSIDE STORY



Take a closer look inside a Superleague Pool Table

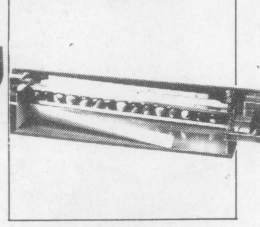
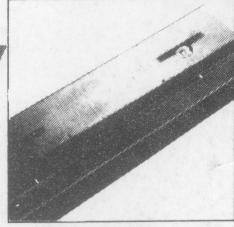
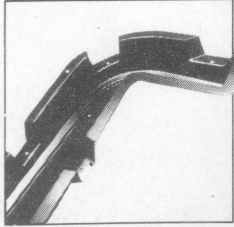
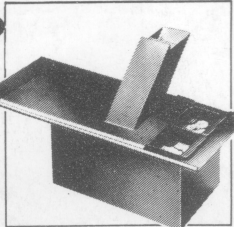
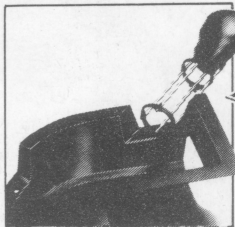
Ball Runs—New metal ball run rods are set further apart to allow objects such as chalk to fall through, thus avoiding ball jams. None coated runs eliminate chipping and completely encapsulate balls to prevent ball escaping.

Cash Box—Extra large cash box with sliding lid, reduces number of collections. Automatic coin segregation.

Centre Tray—The vacuum plastic centre tray eliminates ball jams to give a trouble free operation which is cleaner and quieter.

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